ORDER

Orders

36854

08833337

Order / Rev:

Alt Order #: Product Desc:

AMERICAN CROSSROADS

Estimate:

692

Flight Dates:

10/02/12 - 10/08/12 08/01/12 / 10/01/12

Original Date / Rev:

Order Type: **GENERAL** Primary AE:

Billing Type:

KLAS Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency

Name:

Buying Contact:

Billing Contact:

66 Canal Center Plaza

Cross Roads Media

Alexandria, VA 22314

Billing Cycle:

Billing Calendar:

Broadcast EOM/EOC

Agency Commission:

15%

Cash

Advertiser

Name:

Priority:

American Crossroads

Demographic:

Revenue Codes:

Product Codes:

LV2

PO4

AGY, POL, ISS

A35+

New Business Thru:

Order Separation:

09/12/10 00:10:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	68	\$141 550 00	\$120 317 50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$141,550.00	\$120,317.50	0.00
Totals	68	\$141,550.00	\$120,317.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$141,550.00
Market	100%	\$471,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$117,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$23,591.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/02/12	10/05/12	137-237a M-F Ele	ec Plyg@M	137-207a	-TWTF	:30	4	\$100.00LV2	0.00 NM	4	\$400.00
				Electric Playgrou	nd	(1:37 XM-2:3	7 XM)						
	NATE B	ERKUS											
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/	01/12	10/07/12	-TWTF	4	\$100.00	0.00						
E 2	8	10/08/12	10/08/12	137-237a M-F Ele	ec Plyg@M	137-207a	M	:30	1	\$100.00LV2	0.00 NM	1	\$100.00
				Electric Playgrou	nd	(1:37 XM-2:3	7 XM)				1		

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KLAS

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Ln Ch Start End NATE BERKUS	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate	Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 3 8 10/07/12 10/07/12	8 News Now Sun 5-	-7p CM	4-430p, 630-	7pS	:30	1 \$1,500.0	0LV1	0.00 NM	1	\$1,500.00
SUNDAY EVE ROTATION	8 News Now Sun									
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays S	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
	8 News Now Sun A	M #1CM		Sun AS	:30	1 \$500.0	0LV2	0.00 NM	1	\$500.00
8 NEWS NOW SUN MORNIF	8 News Now Sun A NG #1	MM #1	•							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 5 8 10/07/12 10/07/12				Sun AS	:30	1 \$1,500.0	0LV1	0.00 NM	1	\$1,500.00
8 NEWS NOW SUN MORNIF	8 News Now Sun A NG #2	M #2								
Start Date End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12 E 6 8 10/07/12 10/07/12	CBS News Sunday		\$1,500.00 CBS Sunday	0.00 MorniS	:30	1 \$2,000.0	OLV1	0.00 NM	1	\$2,000.00
CBS SUNDAY MORNING	CBS News Sunday									
Start Date End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12 Spot Ch Date Range De	S escription		\$2,000.00 /End Time	0.00 V	Veekdavs	Length	Rate	Rta Type		
1 8 10/01/12-10/07/12 C				-	SI			0.00 NM		
See MG 6.2 [da]										
2 8 10/06/12-10/06/12 Sa	at Prime Special	8-10	p	-	sa-	- :30 \$2,0	00.00	0.00 NM		
MG for 6.1 10/07 E 7 8 10/02/12 10/05/12	8 News Now 11p M	-F CM	11-1135p	-TWTF	:30	4 \$2,200.0	001 V/1	0.00 NM	4	\$8,800.00
	8 News Now 11p M		11-1100p	1 1 1 1	.50	Ψ Ψ2,200.0	,0201	0.00 1414		40,000.00
8 NEWS NOW @ 11P Start Date End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	-TWTF	4	\$2,200.00	0.00						
E 8 8 10/08/12 10/08/12	8 News Now 11p M 8 News Now 11p M		11-1135p	M	:30	1 \$2,200.0	30LV1	0.00 NM	1	\$2,200.00
8 NEWS NOW @ 11P	Mandadaya G	24-00/k	Data	Detine						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> S M	Spots/Week 1	Rate \$2,200.00	Rating 0.00						
E 9 8 10/02/12 10/05/12	•	CM	9-10a	-TWTF	:30	4 \$850.0	00LV2	0.00 NM	4	\$3,400.00
LIVE WITH KELLY	Live With Regis & I	Kelly								
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays S	Spots/Week 4	<u>Rate</u> \$850.00	Rating 0.00						
	Live w/Kelly	CM	9-10a	M	:30	1 \$850.0	00LV2	0.00 NM	1	\$850.00
LIVE WITH KELLY	Live With Regis & I	Kelly								
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12 E 11 8 10/02/12 10/05/12	M 630-7p Inside Edition	on CM	\$850.00 630-7p	0.00 -TWTF	:30	4 \$1,300.0	00LV2	0.00 NM	4	\$7,800.00
INSIDE EDITION	Inside Edition		•			•				
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12 Spot Ch Date Range D	-TWTF escription		\$1,300.00 /End Time	0.00 \	<u>Neekdays</u>	Length	Rate	Rtg Type		
2 8 10/01/12-10/07/12 6		630-		_	-TWThF			0.00 NM		
See MG 11.5 [Program PE'd due Pres	idential Debate - bcc	o]								
5 8 10/03/12-10/03/12 W	/ed 9-10p	9-10	p	-	W	- :30 \$3,9	900.00	0.00 NM		
MG for 11.2 10/03 [Pgm PE'd due to Pres I	Debate]						1			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 12	8	10/08/1	2 10/08/12	630-7p Inside Edi Inside Edition	tion CM	630-7p	M	:30	1	\$1,300.00LV2	0.00 NM	1	\$1,300.00
		EDITION				_							
14/	_	art <u>Date</u>)/08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,300,00	Rating 0.00						
E 13	8		2 10/05/12	8 News Now Nooi		12-1230p	-TWTF	:30	4	\$850.00LV2	0.00 NM	4	\$3,400.00
	-		_ ,,,,,,,,	8 News Now Noo						***********			V - I
		NEWS	End Data	Monkdaya	Spoto AMook	Deta	Dating						
W		art Date 0/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$850.00	Rating 0.00						
E 14	8	-	2 10/08/12	8 News Now Nooi	n M-F CM	12-1230p	M	:30	1	\$850.00LV2	0.00 NM	1	\$850.00
				8 News Now Noo	n M-F								
		NEWS art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	_)/08/12	10/14/12	M	1	\$850.00	0.00						
E 15	8	10/02/1	2 10/05/12	8 News Now 5-63	Op M-FCM	5-630p	-TWTF	:30	4	\$1,500.00LV2	0.00 NM	4	\$6,000.00
	o NIENA	IC NOVAL	S ED 9 E30E	8 News Now 5-63	10p M-F								
		art Date	⊕ 5P & 530F End Date	Weekdays	Spots/Week	Rate	Rating						
W	_)/01/12	10/07/12	-TWTF		\$1,500.00	0.00						
E 16	8	10/08/1	2 10/08/12	8 News Now 5-63	•	5-630p	M	:30	1	\$1,500.00LV1	0.00 NM	1	\$1,500.00
	8 NFW	IS NOW (D 5P & 530F	8 News Now 5-63	вор м-г								
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10	/08/12	10/14/12	M		\$1,500.00	0.00					_	
E 17	8	10/02/1	2 10/05/12	Price Is Right	CM	10-11a	-TWTF	:30	1	\$3,500.00LV1	0.00 NM	1	\$3,500.00
	PRICE	IS RIGHT	Г	Price Is Right									
	<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
		//01/12	10/07/12	-TWTF			0.00	.20		£4 200 001 V2	0.00 NM	4	¢ E 200 00
E 18	8	10/02/1	2 10/05/12	8 News Now 4p M 8 News Now 4p M		4-5p	-TWTF	:30	4	\$1,300.00LV2	0.00 NM	4	\$5,200.00
	8 NEV	/S NOW @	2) 4P & 430F	•									
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
E 19	еек: 10 8	10/08/1	10/07/12	-TWTF 8 News Now 4p M		\$1,300.00 4-5p	0.00 M	:30	1	\$1,300.00LV2	0.00 NM	1	\$1,300.00
L 13	Ū	10/00/1	2 10/00/12	8 News Now 4p N		чор		.55	•	V.,000.00		Ť	*.,
			D 4P & 430F				D-1:						
۱۸/		art Date 0/08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,300.00	<u>Rating</u> 0.00						
E 20	8			8 News Now 6a M		6-7a	-TWTF	:30	4	\$1,200.00LV1	0.00 NM	4	\$4,800.00
				8 News Now 6a N	∕I-F								
		/S NOW (art Date	2) 6A End Date	Weekdays	Spots/Week	Rate	Rating						
W		0/01/12	10/07/12	-TWTF		\$1,200.00	0.00						
E 21	8	10/08/1	2 10/08/12	8 News Now 6a M		6-7a	M	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
	o NIEVA	S NOW (₹ 6 ∧	8 News Now 6a N	И-F								
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
w		0/08/12	10/14/12	M		\$1,200.00	0.00			.			
E 22	8	10/06/1	2 10/06/12	CBS Early Show		5-7a	S-	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
	SAT E	ARLY SHO	w	CBS Early Show	- 0al.								
	<u>S1</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
		0/01/12	10/07/12	S-	1 7.00 011	\$550.00	0.00	.20		\$1,000,001.V4	0.00 NM	4	¢4 000 00
E 23	8	10/02/1	2 10/05/12	CBS This Morning CBS This Mornin		7-9a	-TWTF	:30	4	\$1,000.00LV1	U.UU INIVI	"	\$4,000.00
	CBS T	HIS MOR	NING		~								
		art Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week		Rating						
W E 24		0/01/12 10/08/1	10/07/12 2 10/08/12	- IMIL	CM	\$1,000.00 7-9a	0.00 M	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
<u> </u>	o	10/00/1	£ 10/00/12		O.III		••	.50	·	Ţ.,000.00 2 (•	Ţ.,

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CBS THIS MORNING Start Date End Date Meskdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week	Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
Start Date End Date End Date Meekdays Sols/Week Rate Sol	•				•							
Section Color Co	CBS	THIS MOR	NING		9						_	
8 NEWS NOW & 5A Siart Date Weekindows 5A New Shows Now 5a M-F 6A New Shows 1A	-											
Sint Date End Date Week 10001/12 100701/12 1						5-6a	-TWTF	:30	4 \$800.00LV1	0.00 NM	4	\$3,200.00
Week: 1001/12 1007/12 -ThTF 4 \$800.00 0.00							-					
8 NEWS NOW @ 5A Sight Date End Date Week 10/08/12 10/14/14 10/14/14/14 10/14/14/14 10/14/14/14	-				Spots/Week 4							
Siart Date End Date Week 10/08/12 10/14/12 M	E 26 8	10/08/1	2 10/08/12			5-6a	M	:30	1 \$800.00LV1	0.00 NM	1	\$800.00
Model			_									
EILEN Start Date Eilen Eilen Eilen Weekdays Spots/Week Rate Rating O.00	-				Spots/Week 1							
Start Date End Date Weekdays No.00 Weekdays Spots/Week Rate A \$1,000.00			2 10/05/12		CM	3-4p	-TWTF	:30	4 \$1,000.00LV2	0.00 NM	4	\$4,000.00
The color of the			End Data	Madaladaya	CnataMaak	Bata	Datina				i	
Ellen Start Date End Date Meekdays Mon 10-11p CM 10-11p M :30 1\$12,000.00LV1 0.00 NM 1 \$12,000.00												
Fig.	E 28 8	10/08/1	2 10/08/12		CM	3-4p	M	:30	1 \$1,000.00LV2	0.00 NM	1	\$1,000.00
Second Column	ELLE	EN		Clien								
Hawalii Five-O Start Date End Date 19/14/12 10/04/12 Thu 8-9p CM 8-9p T :30 1 \$18,000.00 LV1 0.00 NM 1 \$18,000.00 Big Bang / 2 1/2 Men	•											
HAWAII FIVE O Start Date End Date Weekdays Merit 1912,000.00 0.00 0.00	E 29 8	10/08/1	2 10/08/12	•	CM	10-11p	M	:30	1 \$12,000.00LV1	0.00 NM	1	\$12,000.00
Week 10/08/12 10/14/12 10/04/12 10	HAW	AII FIVE O		nawaiii rive-O								
E30 8 10/04/12 1	-											
Big Bang / 2 1/2 Men								:30	1 \$18.000.00LV1	0.00 NM	1	\$18,000,00
Start Date Horizon H				Big Bang / 2 1/2					• • • • • • • • • • • • • • • • • • • •			
Week: 10/01/12 10/07/12 10/07/12 10/07/12 Tue 9-10p CM 9-10p Tue 9-10p CM 9-10p Tue 9-10p CM 9-10p Tue 9-10p CM 9-10p Tue 9-10p					Cnoto Micole	Bata	Datina					
E 31 8 10/02/12 10/02/12 Tue 9-10p CM 9-10p -T :30 1\$25,000.00 LV1 0.00 NM 1 \$25,000.00 NCIS: LA	-				· · ·							
NCIS Start Date End Date Weekdays Spots/Week Rate Rating							-T	:30	1 \$25,000.00LV1	0.00 NM	1	\$25,000.00
Start Date End Date Weekdays Spots/Week Rate Rating 1\$25,000.00 0.00	NCIS	\$		NCIS: LA								
E 32 8 10/06/12 10/07/12 8 News Now 11p Sa/SuCM 11-1135PSS :30 1 \$1,100.00LV2 0.00 NM 8 News Now Sa/Su 11p 8 NEWS NOW @ 11P			End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
8 News Now Sa/Su 11p Start Date Week: 10/01/12					-				4 04 400 001140	0.00.134		04 400 00
8 NEWS NOW @ 11P Start Date	E 32 8	10/06/1	2 10/07/12	•		11-1135P	55	:30	1 \$1,100.00LV2	U.UU NM	1	\$1,100.00
Week: 10/01/12 10/07/12 SS 1 \$1,100.00 0.00 E 33 8 10/02/12 10/05/12 M-Su 137-4a Overnite R6M 1.37a-4a -TWTF :30 2 \$50.00 LV1 0.00 NM 2 \$100.00 OVERNIGHT ROS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF 2 \$50.00 0.00 N34 8 10/03/12 10/03/12 Wed 9-10p CM 9-10p W :30 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 Start Date End Date Weekdays Spots/Week Rate Rating	8 NE	WS NOW (@ 11P		- w v v p							
E 33 8 10/02/12 10/05/12 M-Su 137-4a Overnite R6M 1.37a-4a -TWTF :30 2 \$50.00 LV1 0.00 NM 2 \$100.00 Overnight Rotator (1:37 XM-4:00 XM) OVERNIGHT ROS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF 2 \$50.00 0.00 N34 8 10/03/12 10/03/12 Wed 9-10p CM 9-10pW :30 1\$12,700.00 LV1 0.00 NM 1 \$12,700.00 CSI Start Date End Date Weekdays Spots/Week Rate Rating	_			Weekdays SS								
OVERNIGHT ROS Start Date End Date Weekdays Spots/Week Rate Rating				M-Su 137-4a Ove	rnite R6M	1.37a-4a	-TWTF	:30	2 \$50.00LV1	0.00 NM	2	\$100.00
Week: 10/01/12 10/07/12 -TWTF 2 \$50.00 0.00 N 34 8 10/03/12 10/03/12 Wed 9-10p CM 9-10p w :30 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 1 \$12,700.00 LV1 0.00 NM 0.00 NM <t< td=""><td>OVE</td><td>RNIGHT RO</td><td>os</td><td></td><td></td><td>,</td><td>/</td><td></td><td></td><td></td><td></td><td></td></t<>	OVE	RNIGHT RO	os			,	/					
N34 8 10/03/12 10/03/12 Wed 9-10p CM 9-10pw :30 1\$12,700.00LV1 0.00 NM 1 \$12,700.00 CSI Start Date End Date Weekdays Spots/Week Rate Rating												
Start Date End Date Weekdays Spots/Week Rate Rating				Wed 9-10p				:30	1 \$12,700.00 LV1	0.00 NM	1	\$12,700.00
	-			<u>Weekdays</u>								